USAREUR Strategic Communication Messages

Long-Term Messages

- **USAREUR's** presence is a demonstration of the U.S. commitment to NATO and coalition nations. Through partnership activities, USAREUR helps nations transform their armies.
- **USAREUR** Soldiers live the warrior ethos and are trained and ready for the challenges of today's Army.
- **USAREUR** will remain a power-projection hub into the future and will continue to provide expeditionary logistics support to deployed forces.
- **USAREUR** is transforming and will continue to be an agile, lethal, joint-capable expeditionary force for combatant commanders and the Nation.
- **USAREUR** will continue to sustain the quality-of-life and well-being of Soldiers, families, and the civilian workforce.
- **USAREUR** will continue to actively fight and win battles for resources to keep our Soldiers, equipment, and facilities in top condition.

DA Strategic Communication Messages

Enduring Messages

The Army is serving a Nation at War. It is the landpower for the Joint Force.

The Army is changing *now* to—

- Keep Soldiers first.
- Reflect wartime realities.
- Meet strategic commitments.
- Incorporate "next generation" capabilities.
- Sustain a campaign-quality Army.
- Maximize joint and expeditionary capabilities.

AE Misc Pub 10-360, APR 05